



9th VEF Fellows & Scholars Conference

Continuing Collaborations and Connections Between the U.S. and Vietnam

The Role of AmCham



LSU Shreveport
Jan 3-5, 2012

Herb Cochran
Executive Director
AmCham Vietnam

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Key Points

- About AmCham ...
 - ... background, legal status, membership
- What we do ...
 - promote trade & investment, improve business environment
- AmCham and Education
 - AmCham Scholarship Program 2001 - 2011
 - Higher Engineering Education Alliance Program
 - AmCham Intel Women in Engineering Scholarships
- AmCham and VEF • VEFFA





Key Points

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About AmCham

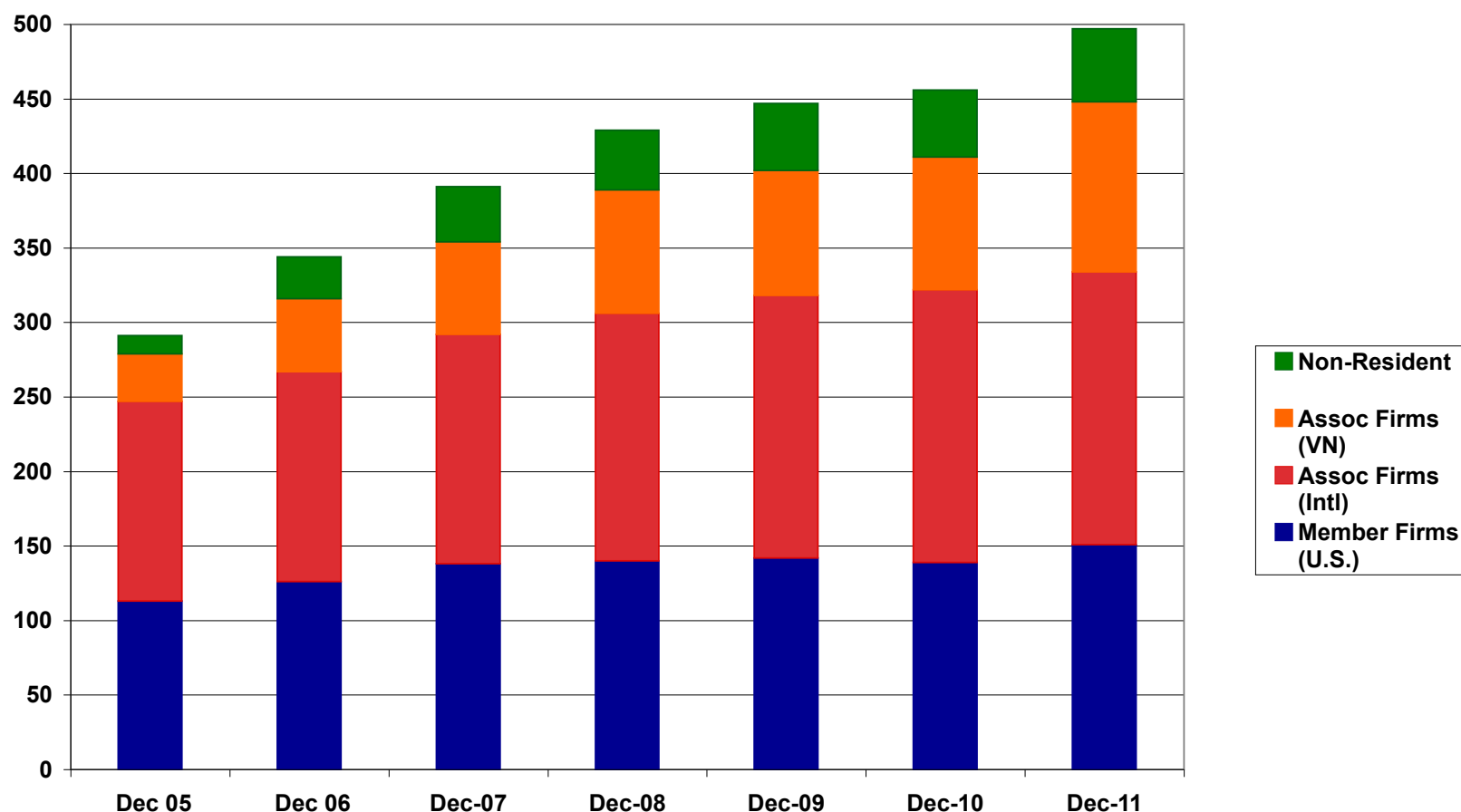
- Informally re-established in Mar 1994
- Formally licensed Sep 19, 1998
 - Decree No. 08/1998/ND-CP, Regulations on Foreign Business Associations
- Two chapters, HCM City and Hanoi
 - HCM City: 497 companies
 - Hanoi: 214 companies





AmCham Companies 2005-2011

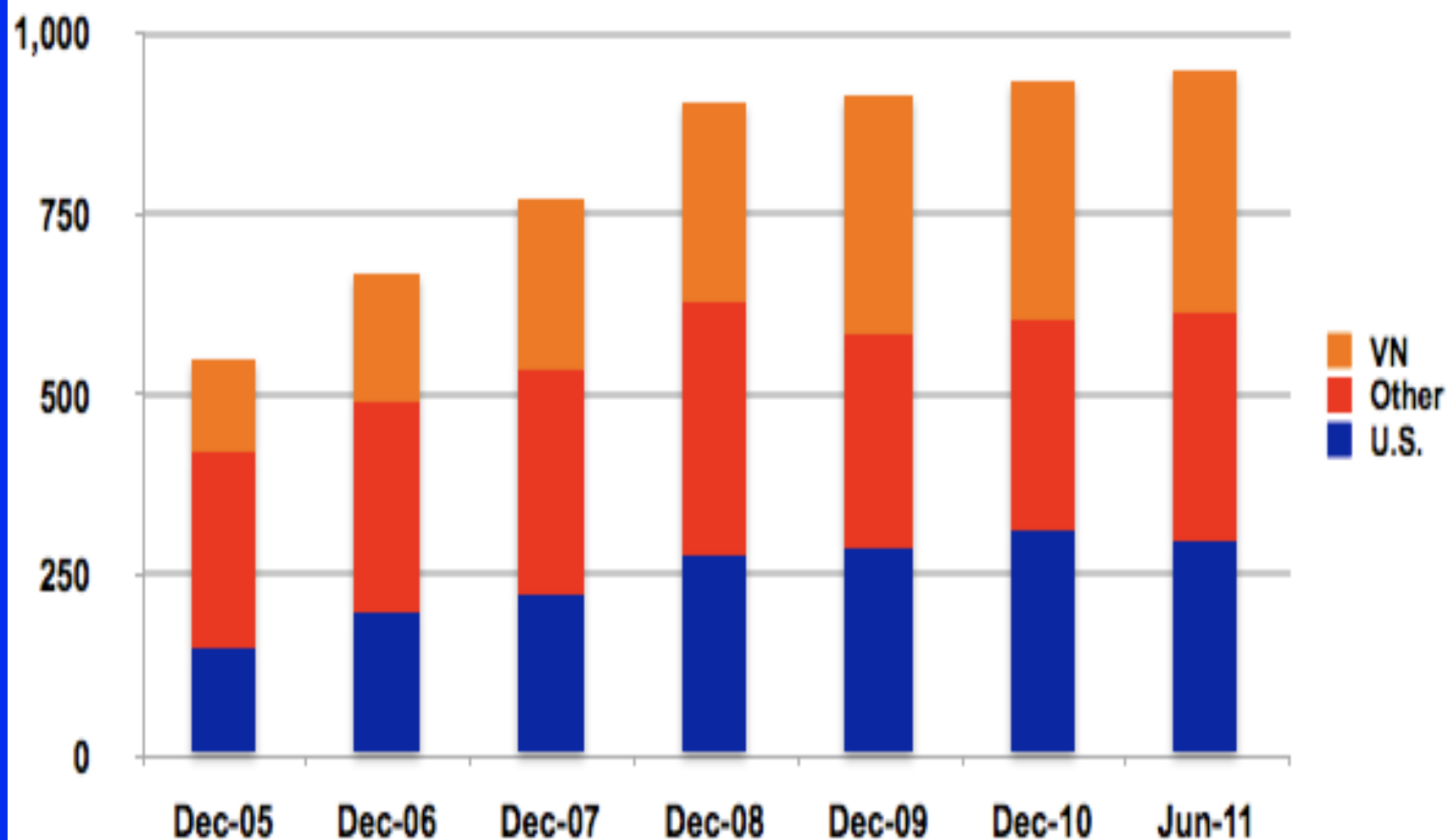
Companies by Type
AmCham Vietnam (HCM City)





AmCham Representatives

Representatives by Citizenship AmCham Vietnam (HCM City)





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- What we do ...
 - promote trade & investment, improve business environment



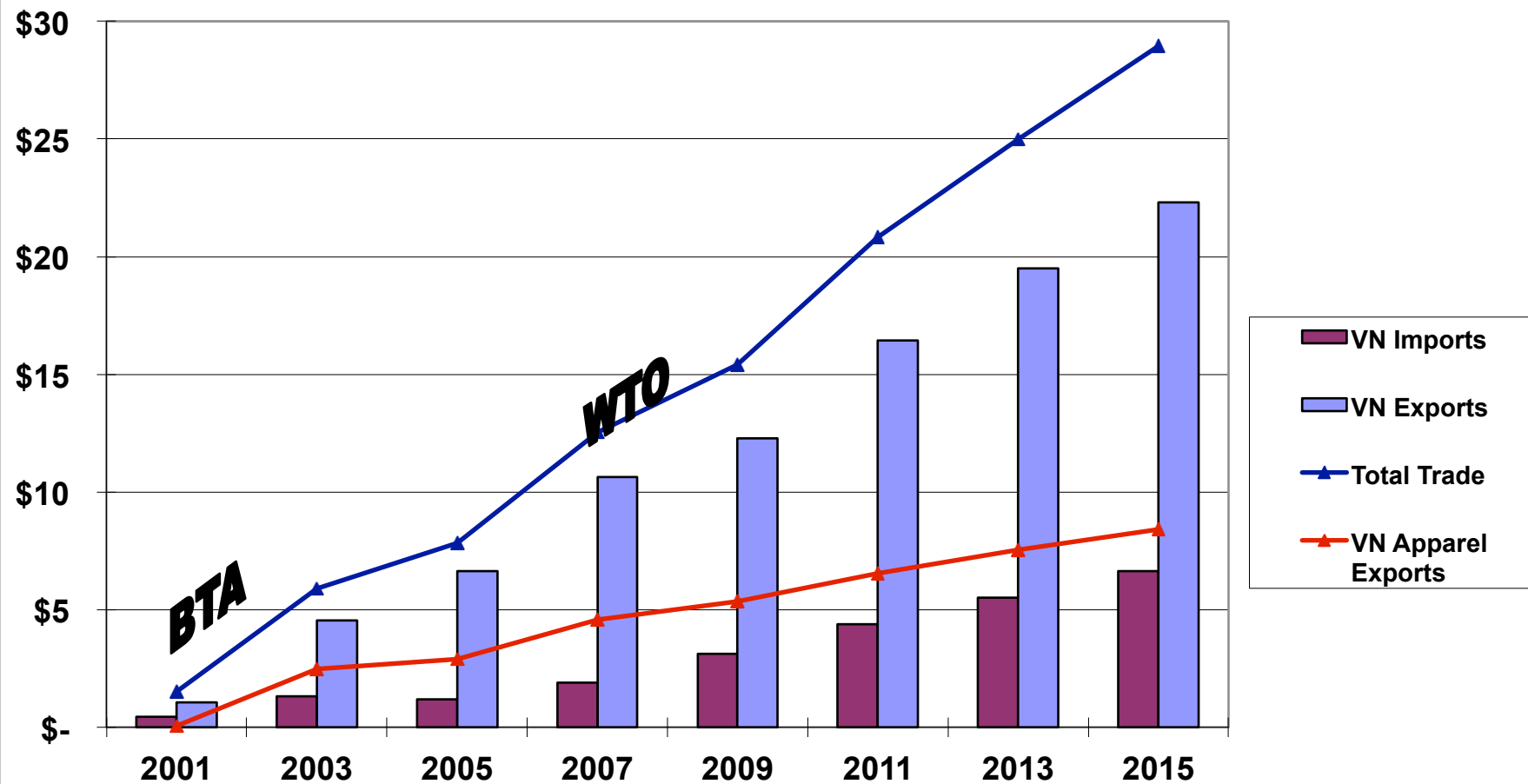


What we do ...

- BTA 12/1996 – 12/2001
- WTO Accession 2002 – Jan 2007
- Apparel Trade 2002 – 2008
- Labour Relations 2008 – 2012
- “Project 30” 2009 – 2010
- “Third Wave” of US FDI 2007 –
- ASEAN Blueprint 2015 – TransPacific Partnership



Vietnam-U.S. Trade, 2001 - 2015 (\$bil)





U.S. (related) FDI in Vietnam

- Phase 1: 1994 - 2001 (FMCG)
 - Coca-Cola, Pepsico, P&G, 3M, Kimberly-Clark ...
- Phase 2: 2001 - 2006 (“Partner Factories”)
 - Apparel, Footwear, Furniture ...
- Phase 3: 2007 - ... (“Third Wave”)
 - Modern Manufacturing (Intel, Digital Logic, ...)
 - 20+ Fortune 1,000 firms visited Jan-Jun 2010





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AmCham Scholarship, 2001 - 2011



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AmCham Scholarship, 2001 - 2011



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AmCham Scholars Alumni/ae Club



Higher Engineering Education Alliance

- <http://www.heeap.org>



Higher Engineering Education Alliance

- Alliance Members

- USG: USAID • VNG: MOLISA, MOET
- Arizona State Univ, Portland State Univ
- Intel Corp., Siemens Corp, Danaher
Businesses (Keithley • Fluke • Techtronix)



Higher Engineering Education Alliance

- Vietnamese Academic Partners
- Engineering University Partners
 - DaNang University of Technology
 - HCM City University of Technology
 - HCM City University of Technical Education
 - Can Tho University
 - Hanoi University of Technology
- Vocational University Partners
 - HCM City University of Industry
 - HCM City Vocational College of Technology
 - Cao Thang Technical College



Higher Education Engineering Alliance

- Programs

- 4 ~ 6 weeks training at ASU for faculty
- Curriculum design and instructional labs
- Faculty mentor program
- Implementation of new teaching methods in VN

- Expected Results

- 5 Engineering Universities
- 25 ~ 50 Engineering Professors
- 250 ~ 500 Engineering Students/year

Higher Education Engineering Alliance

- AmCham Scholarship Program Support
 - 25 Women Engineering Student Scholarships
 - 80 English Language Study Scholarships
- Alliance Members – New Prospects
 - Honeywell, First Solar, Dow Chemical, Dupont, ExxonMobile, Digital Logic, etc.



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U.S. Education, ... Return to Vietnam

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FAQ: How can I find employment opportunities with AmCham Vietnam companies?

FAQ: What about employment opportunities with AmCham companies?

Answer

Don't just send random job-seeking letters via email. They will just be deleted.

Do your homework and prepare yourself for entry into the job market. For expert practical advice on how to prepare for and conduct a job hunt, review several career information web sites which are listed on the AmCham web site. Click the links for more information about

[Employment Preparation and Search](#)

[Six Essential Job Interview Questions](#)

[Interview Preparation](#)

There are many AmCham Human Resource (HR) companies that can help you get started. Click on this link for a list of [AmCham Human Resource Companies](#), then click on the highlighted company names to go to their company descriptions and link to their company web sites, where you can register, submit your resume, and explore the information they offer.

Many AmCham companies have employment information on their web sites. Click first on this link to go to the [AmCham Online Membership Directory](#). Then search for companies by industry sector, or just browse through the companies' member description page. There is a link to the company's web site, and often on the company web site, you will find a page explaining about employment with the company. Click on these links to see a few samples:

[Guest Column Vietnam](#)



Upcoming Events & Meetings

Tue, Jan 10: Breakfast Briefing:
Emotion Control - the Secret of a Joyful
and Successful Life

Mon, Jan 16: Martin Luther King, Jr.
Day, (U.S. Holiday) 2012

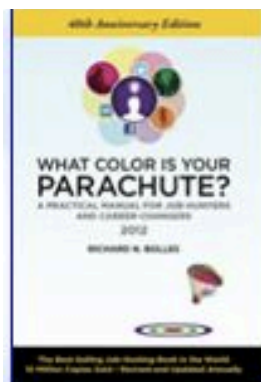
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Outlook, 2012 - Los Angeles, CA

Wed, Apr 25: AmCham Palooza Party,
April 25, 2012

Mon, Apr 30: Reunification / Liberation



JobHuntersBible.com

Official Site for the book

What Color Is Your Parachute?

"This perennial classic is unchallenged as 'the Bible' of it's field." (Today's Supervisor)

"This is...the Cadillac of Job-Search books." (Rocky Mountain News)

"This is the absolute best job hunter's guide." (Job Hunters Bookstore)

"Parachute remains the gold standard of Career Guides." (Fortune Magazine)

"Richard Bolles (is) the most recognized job-hunting authority on the planet." (San Francisco Examiner)

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jobs by 



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Hi, I'm Dick Bolles. I'm your guide here. This site is designed as a supplement both to my annual, *What Color Is Your Parachute: A Practical Manual for Job-Hunters and Career-Changers*, as well as to my new 100 page book, *The Job-Hunters' Survival Guide: How to Find Hope and Rewarding Work, Even When There Are No Jobs.*

Browse below, and choose a topic that interests you. Or, if you're just looking for vacancies, use our sponsors to the left.

No Workshops Scheduled for 2012, 2013, 2014 (Live)

With the October 15-20, 2011 workshop, our current cycle of live workshops has been concluded. No workshops led by me are scheduled for the next three years, as I am taking a writer's sabbatical, so I can work on several new books.

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[Dupont Careers Vietnam](#)

[Dupont Careers in Asia-Pacific](#)

[Intel Jobs and Internships in Vietnam](#) Create a candidate profile to tell Intel Vietnam about your interests and skills, then indicate if you wish to receive email notifications of new matching positions.



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Mon, Apr 30: Reunification / Liberation
Day 2012 (VN Holiday)

Tue, May 1: International Labor Day
2012 (VN Holiday)

Sat, Jun 30: 2012 USA Independence
Day Family Picnic (Members, Family,
and Guests)

Wed, Jul 4: Independence Day 2012
(U.S. Holiday)



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- modern information systems
- nearly 2,500 PhD's
- opportunities to work closely with colleagues and customers from around the world
- a broad range of career opportunities and career paths within one company

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Organizations

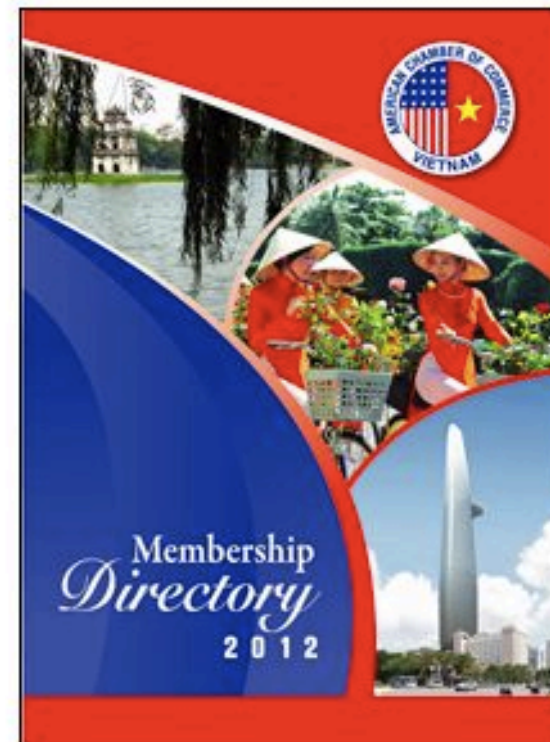
Industry

Name

By Letter:

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Air Energy Vietnam Ltd.	Human Resources (5416) , Executive Search (5613) , Oil, Gas, Electric Power
APM Group	Education and Training (NAICS 61) , Human Resources (5416) , Executive Search (5613)
Axcela	Education and Training (NAICS 61) , Human Resources (5416) , Executive Search (5613)
DBM Vietnam	Human Resources (5416) , Executive Search (5613) , Education and Training (NAICS 61)
Harvey Nash Vietnam	Information Technology , Human Resources (5416) , Executive Search (5613)
Hay Group Vietnam	Human Resources (5416) , Executive Search (5613)
HR Vietnam	Human Resources (5416) , Executive Search (5613)
HR2B/Talent Recruitment JSC	Human Resources (5416) , Executive Search (5613)
KCS Vietnam Co. Ltd.	Accounting (NAICS 5412) and Consulting (NAICS 5416)



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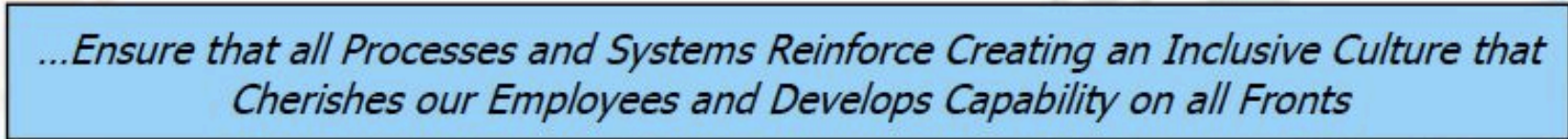
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Talent Sustainability Strategy: Four Key Planks



Four Planks of Talent Sustainability

Key Objectives

- Talent Acquisition



- Ensure a consistent candidate experience across attraction, recruitment, hiring and on-boarding

- Talent Management & Development



- Define and build talent development capability for all levels of employees and key leadership transition/criteria

- PepsiCo University



- Develop a broadly accessible learning environment and course curriculum in support of global capability & employee learning

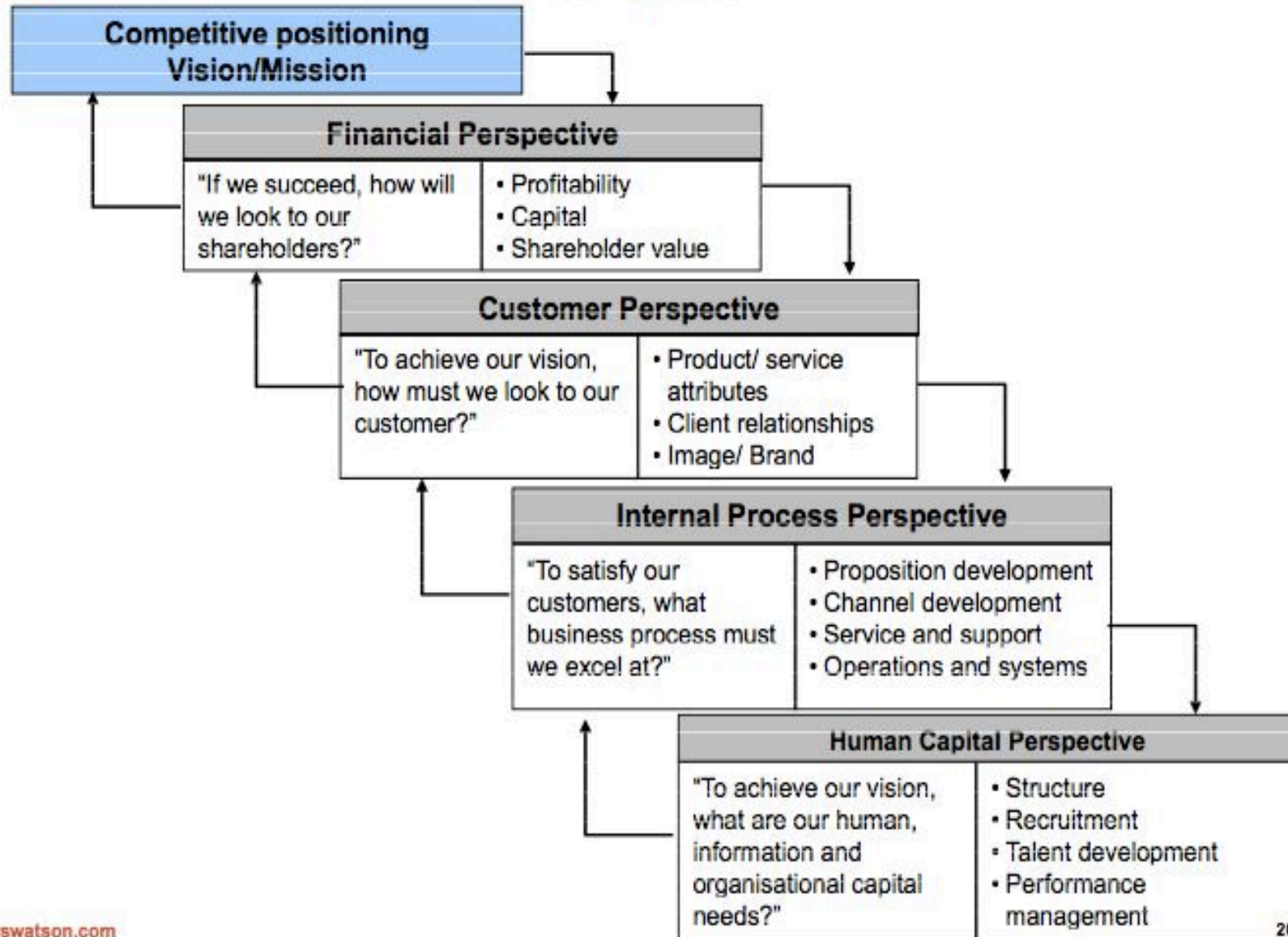
- Inclusionary Culture/
Environment Evolution



- Define the PepsiCo culture and behaviors needed to support the talent of the present & future that transcends multi-cultural, multi-generational, and global needs

Creating a structured and balanced set of strategies

– Aligned to how the business competes



Questions ... ?

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